

MAYER • BROWN

Mayer Brown LLP
1999 K Street, N.W.
Washington, D.C. 20006-1101

Main Tel +1 202 263 3000
Main Fax +1 202 263 3300
www.mayerbrown.com

David McIntosh
Direct Tel +1 202 263 3281
Direct Fax +1 202 263 5281
dmcintosh@mayerbrown.com

October 2, 2014

VIA ELECTRONIC FILING

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: Ex Parte Meetings in MB Docket 14-57,
Applications of Comcast Corp., Time Warner
Cable Inc., Charter Communications, Inc., and
SpinCo for Consent to Assign or Transfer Control
of Licenses and Authorizations

Dear Ms. Dortch:

On October 1, 2014, Mark Lieberman, President & Chief Executive Officer of Viamedia, Inc. (“Viamedia”), met with Commissioner Mignon Clyburn and Chief of Staff Adonis Hoffman. On October 2, 2014, Mr. Lieberman met separately with: Commissioner Michael O’Rielly and Legal Advisor Erin McGrath; Commissioner Ajit Pai and Chief of Staff Matthew Berry; and with members of the following members of the transaction review team: Julie Saulnier, Jake Riehm, Ty Bream, Joel Rabinovitz, Susan Singer, Johanna Thomas, Andrew Wise, Shane Greenstein, Jonathan Levy, Sarah Whitesell, Adam Copeland, William Lake, Hillary DeNigro, and Bill Rodgers (participating by telephone). I accompanied Mr. Lieberman to these meetings, as did my colleague, Matthew Tabas. Also on October 2, Mr. Lieberman met with Commissioner Jessica Rosenworcel and Legal Advisor Clint Odom. For this meeting, my colleague, Matthew Tabas, and Jim Gottlieb of Gottlieb of Gottlieb Strategic Consulting, accompanied Mr. Lieberman.

During each of these meetings, we discussed the issues raised by Viamedia in its Comments in Support of Conditions filed on August 25, 2014 and its *Ex Parte* Letter filed on September 17, 2014 in the above-referenced docket. Specifically, Mr. Lieberman provided background on Viamedia and the spot cable advertising industry. Consistent with Viamedia’s prior filings as well as others who have expressed opposition to the proposed acquisition, we also explained Viamedia’s concerns regarding the proposed acquisition of Time Warner Cable Inc. by Comcast Corp. and the effect the proposed acquisition may have on the spot cable advertising industry, television advertising innovation, independent multi-channel video programming distributors, small advertisers, and consumers. Specifically, we explained how the proposed acquisition would give Comcast Corp. too much control over the cable advertising industry, how Comcast Corp. has been using its current control position to exclude competitors, and how the transaction would harm competition in spot cable advertising market. Finally, we articulated the

Marlene H. Dortch
October 2, 2014
Page 2

conditions set forth in Viamedia's prior filings, explaining that the conditions are transaction-specific and would help to ensure a fair and competitive spot cable advertising industry into the future.

I am electronically filing this letter with your office for inclusion in the public record pursuant to Section 1.1206 of the Commission's rules. Please contact me with any questions.

Sincerely,

/s/

David McIntosh
Counsel for Viamedia, Inc.

cc:
Adonis Hoffman
Clint Odom
Matthew Berry
Erin McGrath

Ty Bream
Adam Copeland
Hillary DeNigro
Shane Greenstein
William Lake
Jonathan Levy
Jake Riehm
Joel Rabinovitz
Bill Rodgersen
Julie Saulnier
Susan Singer
Johanna Thomas
Andrew Wise
Sarah Whitesell